

FOR IMMEDIATE RELEASE
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This year's Why I Design event invites Vancouver to experience the potential of a circular economy and meet purpose driven designers who are breaking rules and changing the game.

Why I Design, happening November 2, 2019 at MOV, connects people to the city's most innovative creators and designers.

VANCOUVER, BC – The **Museum of Vancouver (MOV)** is pleased to present a stimulating night of inquiry, connectivity, and innovation focused on the creative process with its 5th annual **Why I Design** event. On the evening of **Saturday, November 2, from 7-11pm**, a big party packs over two dozen designers into museum spaces for drinks, demonstrations and discussion.

Why I Design offers people the opportunity to awaken their curiosity and learn about how design is shaping our city. Designers will discuss how they face challenges and change lives. They will reveal their sources of inspiration and describe why they're working in Vancouver.

This year's *Why I Design* puts a spotlight on the emerging forces of the circular economy, and those who are committed to a more holistic approach to our future. These purpose driven exhibitors will engage attendees with the stories behind their development projects, companies, systems and practices. Although some of these exhibitors may not call themselves designers, Design is happening within their work as they are bringing together people, systems, materials and processes to develop an impact within their community.

Among the many designers present MOV is excited to welcome Stō:lō/St'át'imc/Nlaka'pamux multimedia artist, **Ronnie Dean Harris aka Ostwelve**. He has worked on number of media projects, as an actor and composer and has also been very active in creating and facilitating workshop programs for youth in media arts and hip-hop. The event will also feature designers and innovators like **The Bidders Project**, who offer community economic development programs for binners to develop skills in waste education and sorting, and **Tantalus Labs** – a company leading a cultural revolution in sustainable cannabis cultivation!

“Design as a professional practice grew hand in hand with the growth of Industrial Economy over the last hundred years and is responsible for a large majority of the damage caused to our current earth.” says Patrick Christie, Project Coordinator of this year's *Why I Design*. “We have to remember design has been happening for thousands of years but was embedded in a different way of life. One with much more purpose and meaning, guided by a necessity to live.” This year's participating creators string together a new narrative for design based on circularity and in reference to the land we gather.

A panel discussion will also take place earlier in the day at 1pm, where a diverse group of panelists will discuss questions like: What constitutes a circular economy? What are designers responsibility to its health and development? How can local design practices build and sustain a working circular economy under current global demands? The panel features **Adam Corneil** of

[Unbuilders Deconstruction](#), **Lara Kehler** of [Fraser Valley Free Learners](#), **Dr Victor Martinez** of [Kwantlen Polytechnic University](#), **Colienne Regout** of [Look4Loops](#), **Michelle Lorna Nahanee** of [Decolonizing Practices](#) and moderator **Jocelyn Macdougall**.

The goal for this year's event is to gather a diverse group of people who represent elements of this new economy. Only once these contributors are all in the same room can we begin to talk about what the circular economy is and what it means to the city of Vancouver.

About Museum of Vancouver (museumofvancouver.ca)

The Museum of Vancouver connects Vancouverites to each other and connects Vancouver to the world. The museum's programs, exhibitions, and collections bring people together and inspire conversation about the future. The museum, an enthusiastic civic advocate, is an independent non-profit organization dedicated to inspiring a socially connected, civically engaged city.

Listing Information

Why I Design 2019

Date: Saturday, November 2, 7-11pm
Venue: Museum of Vancouver: 1100 Chestnut Street, Vancouver, BC
Website: museumofvancouver.ca

For further information or to book interviews with participating designers, please contact Lorenzo Schober at lschober@museumofvancouver.ca or 604-730-5309.